

RJR Account Analysis
For RJR Internal Use Only

Home Liquors

Chain ID: 1932-00-00

of Stores: 11

4th Qtr 95

Action Plan:

Work Winston Co-marketing program: \$3.00 off per carton, .30 off per pack. Work all available VAP promotions.
Sell new Partners contract.

Results:

\$3.00 off and .30 off Winston (all styles) worked.
Sold new Partners contract.

1st Qtr 96

Action Plan:

Implement a different Accrual program that will significantly increase our business.
Maintain our current presence.

Results:

Sold and implemented Winston Select Empty Pack Trade In Promotion-consumer trades in 4 empty inner packs and gets a pack free; being worked April 1 - May 31 with option to extend depending on money spent.

2nd Qtr 96

Action Plan:

Expand Trade in an empty pack program to Winston base in non-menthol stores and change to Salem in heavy menthol stores where Newport is the #1 selling brand.

Results:

Sold and implemented Winston Select Empty Pack Trade In Promotion-consumer traded in 4 empty inner packs and got a pack free; worked April 1 - June 30. Consumers traded in 1000 empty packs Winston Select during the promotion.

3rd Qtr 96

Action Plan:

Expand empty pack trade in promotion to all style Winston in non-menthol stores and all styles Salem in menthol stores.
Gain distribution on 6 styles of Moonlight products: B's FFBX, B's LTBX, Ice Box FFBX, Ice Box LTBX, Planet FFBX, Planet LTBX

Results:

Collected over 21,000 empty packs of Winston, Salem, Planet, Icebox, and Bees during the 3rd Qtr. with Salem being the big winner since a majority of the stores are in the inner city area.
Gained Distribution of B's, Planet, and Icebox. Placed an extra tray on S/S full priced PCD for Moonlight and used one existing tray on N/S/S full priced displays for Moonlight. Added Moonlight to empty pack trade in promotion.